< Samsung Ads>

Categories of Information Collected:

- ☒ Identifiers: identifiers such as real name, alias, postal address, unique personal identifier (such as a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; customer number, unique pseudonym, or user alias; telephone number), online identifier, Internet Protocol address, email address, account name, and other similar identifiers, such as login ID, which may include login credentials when you choose to use certain Services
- ☒ Protected Classifications: characteristics of protected classifications under California or federal law, such as age and gender

Categories of Sources:

- ☒ You or your devices

Business Purpose of Collecting and Disclosing:

- ☒ Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance
- ☒ Helping to ensure security and integrity to the extent the use of your personal information is reasonably necessary and proportionate for these purposes
- ☒ Managing Samsung's relationships with our business customers and vendors that provide services on our behalf

Categories of Data Sold or Shared for Cross-Context Behavioral Advertising to Online Advertising Services:

- ☒ Identifiers

Categories of Third Party Recipients for Business Purpose:

- ☒ Identifiers: affiliates and subsidiaries, joint marketing partners, business partners, ad networks, internet service providers, data analytics providers, social networks, and operating systems and platforms